

ePOP FILMING GUIDE



An ePOP video has two major components: A testimony + Illustration shots. There are two steps to your shooting: Film the testimony and film the illustrations. You'll mix the two together when editing!

1 - THE TESTIMONY

01

I'm filming in the right place

Choose the right place for your interview

02

My witness is highlighted well

Choose where to place your smartphone/camera

03

My witness can be heard well

Check that the sound is good



01

I'm filming in the right place

- Prefer an **outdoor location** because they are brighter and often more directly related to the subject. But if it's too noisy, forget it. In this case, it is still better to stay in the **calm** of a house, or a closed space.
- The purpose of the testimony is for the person to talk to you about their **feelings and experiences**. It's **intimate**. Usually when talking about intimate things, people are more comfortable when they are sitting down. Feel free to simply ask the person where they feel most comfortable.
- If you are not a video pro, the ePOP team recommends you to film the person in **one place**. This will make editing easier.

02

My witness is clearly visible

- It is important to see the **person's face**, especially the **eyes**!
- ePOP is about those feelings and emotions. And emotion is sometimes most present in the eyes. Try to film the person with a small table stand (tripod) and let it run... You will have a **stable**, more "**serene**" **image**, and above all it will let you listen freely to the testimony and feed the conversation with relevant questions. If the person shows you something or a location, you can always film it **after the interview**.
- You may **switch up focal points** during the interview (closer or further). Usually, a **wide frame** is advised when the person is talking about **general things**, and get **closer** to the face in a tighter shot when you feel the person is starting to open up and talking about how they **feel**. If you see that the person wants to tell you something very important, feel free to get closer, and rephrase the question differently if necessary.

03

My witness can be heard well

- If you're **filming with a smartphone**, it's very difficult to get audio feedback. The only way to check the audio quality of your recordings is to talk a little bit with your witness at the beginning of your interview (while recording of course!), then checking that the sound is good. This gives the double benefit of making sure your sound is good to go, while getting your interviewee comfortable with the process. Don't ask any important question, keep those for the interview. Talk about something trivial, like what the weather is like today, for example.
- If you're **filming with a camera**, we strongly recommend that you shoot the interview with headphones or earbuds to check the sound quality in real time. Sometimes the microphone moves, and the sound quality is reduced.

2- ILLUSTRATION IMAGES

01

I shoot the pictures I need

Choose the setting of your interview

02

I have some nice pictures around interview place

To properly contextualize the environment

03

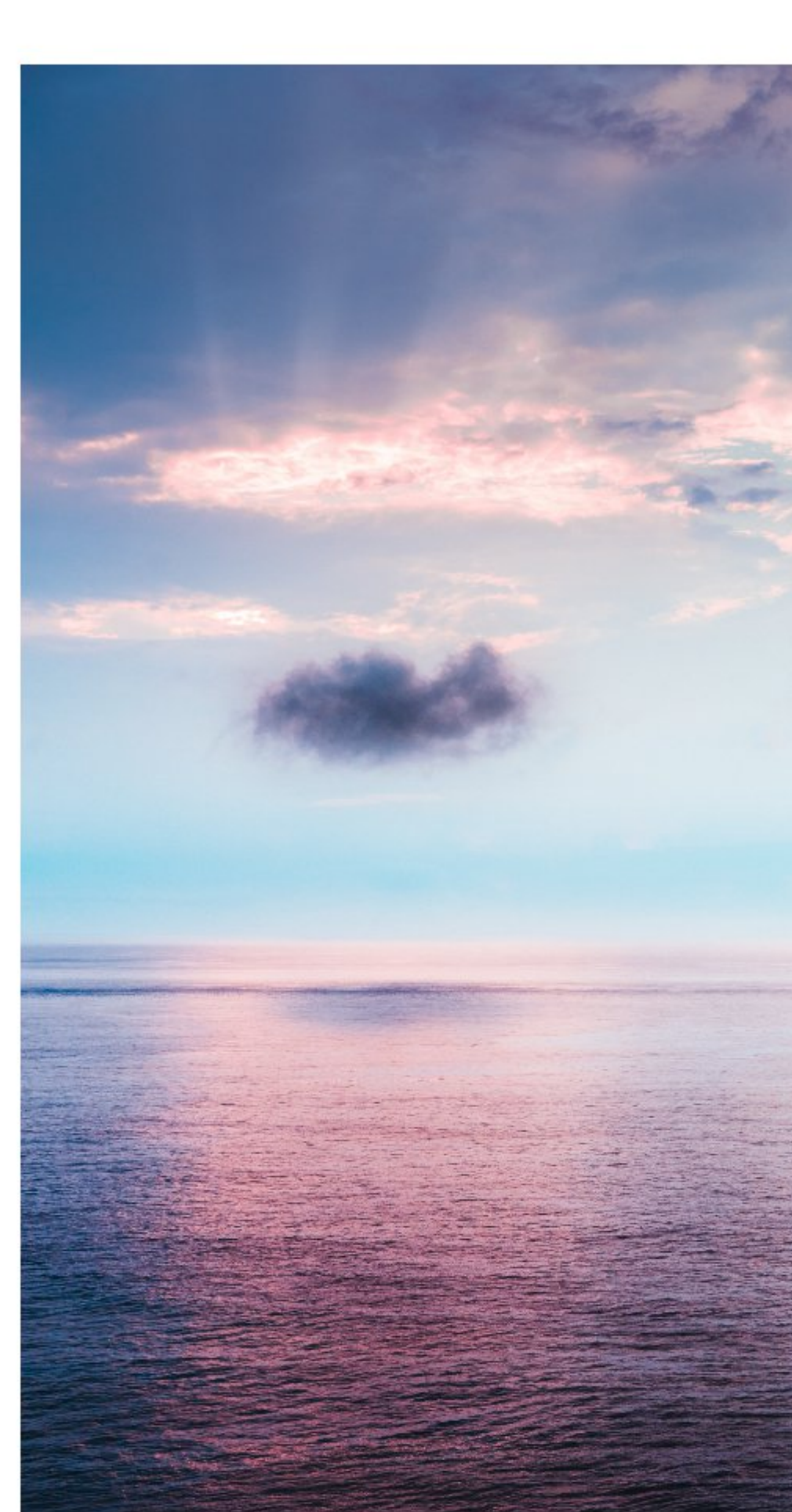
My images clearly show what we're talking about

They enhance the testimony

04

I have a good variety of pictures

For better editing



01

I shoot the pictures I need

- What is the purpose of illustration images? To "**dress up**" your interview during editing. **Alternating** between the witness' face and illustration images will make your video more dynamic and **keep your viewer's attention**. This will also help understand what the conversation is talking about. It gives the testimony more **strength**.
- What images can I shoot to illustrate? Anything that can help viewers understand what you are talking about and help **shed light** on the daily life of your interviewee. These are general images that show the **witness's environment**, or other images that are specifically **related to the subject** they are talking about (fish, pollution, etc.) You can also imagine a thousand other possibilities by letting your creativity go wild! This will be very useful to you during editing and, above all, it will result in a very unique capsule!

02

I have pictures around the interview place

- You may, for example: **Film the witness's house**, a very wide shot of the witness **looking elsewhere without talking**, walking around, but also their family members, the beach if they're talking about the rising water level, or a wide shot of a factory if that is the subject, etc.

03

My pictures show what we're talking about

- If the person mentions the pollution caused by a factory, try to **film the traces** of this pollution! If they tell you how worried they are about the future of youth, film their children or young people in the neighborhood! If they tell you about life in their village 30 years ago, or about their house destroyed by environmental or climate change, film the ruins! And feel free to ask if they can show you pictures of their old house!

Tip: Make illustration shots on which the person appears first, then others on which they do not appear. For example: If I'm working on the testimony of a man whose house was destroyed by rising waters, I can film him from behind walking through the ruins. But I can also do close-ups of ruin details: the gutted roof, the gnawed walls, etc. Once again, with such images, the editing will be much easier and above all more beautiful! Feel free **discuss it with the person testifying**, they might have some ideas for interesting things you can film.

04

I have a good variety of picture

- Close-up, wide shot, fixed shot, moving shot? **The more variation, the better!** Usually, close-ups are fixed (otherwise it looks blurry!) For wide shots, you may want to add a slight dolly movement, but be careful not to make it too fast. You can also follow a person around. It can give pace to the editing, but there's no obligation. It is also important to **give free rein to your creativity** and imagination. It all depends on the context, the person and the ideas that come to you. In any case, if you don't have a lot of experience in filming, ePOP recommends **favoring fixed shots**. And you will be able to put your creativity at the service of fixed shots!

- How many shots do I have to shoot and how long do I have to shoot? There are no fixed rules because a beautiful shot can last a long time. But as a rule of thumb, and for larger choice when editing, to get an attractive and dynamic 2-min final capsule, ePOP advises you to film about **ten different illustration shots of at least 10 seconds each**. That way you'll have good choice when editing...